

Message Text

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ACTION EB-11

INFO OCT-01 EUR-25 ADP-00 AGR-20 CIAE-00 COME-00 INR-09

LAB-06 NSAE-00 PA-03 RSC-01 SIL-01 USIA-12 PRS-01

RSR-01 /091 W

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R 191735 Z MAR 73

FM AMEMBASSY ROME

TO SECSTATE WASHDC 7865

INFO AMCONSUL MILAN

UNCLAS ROME 2154

E. O. 11652: N/ A

TAGS: EAGR/ BEXP, IT

SUBJECT: VERONA FAIR

SECSTATE PASS AGRICULTURE

1. FAIR CLOSING TODAY BROUGHT US PAVILION GOODWILL, MANY VISITORS, AND SOUND BUSINESS.
2. PARTICIPATING TRADE COOPERATORS AND COMPANIES: USFGC, ASA, NRA, HFAA/ HFS, RALSTON PURINA, FERRY MORSE SEED CO., US AIR CARRIERS AND ITALIAN BREEDERS PIER TALENTI (EXHIBITING TOP QUALITY IMPORTED HEIFERS AND CALVES FROM USA) AND ROSSIGNOLI (EXHIBITING CROSSBREDS PIEMONTE WITH EARLIER IMPORTED ABERDEEN ANGUS AND HEREFORD).
3. HIGHLIGHTS FOR US DURING FAIR:
 - A) VISIT BY AMBASSADOR VOLPE THUS REALIZING FIRST OFFICIAL VISIT OUTSIDE ROME ONE WEEK AFTER PRESENTING CREDENTIALS. OFFICIALS AND ITALIAN PRESS BUT ALSO FARM COMMUNITY REACTED ENTHUSIASTICALLY TO AMBASSADOR' S EFFECTIVE APPROACH MIXING HUMAN WARMTH WITH CLEAR STATEMENTS OF US OBJECTIVES. MILAN CONSUL GENERAL DAVIS ACCOMPANIED AMBASSADOR ON OFFICIAL CALLS.

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B) VISITS BY AGRICULTURAL MINISTERS OF ITALY, W. GERMANY, BELGIUM, LUXEMBOURG, CZECHOSLOVAKIA, ETHIOPIA, AND VICE PRESIDENT- EEC LARDINOIS TO OUR PAVILION GAVE US OPPORTUNITY TO STRESS US UNCEASING INTEREST IN EUROPEAN MARKET FOR ITS FARM PRODUCTS AND EXPLAIN US MARKET AND CONSUMER ORIENTED AGRICULTURE AT HOME. ALSO VISITS BY DELEGATIONS FROM USSR AND AUSTRIA.

C) WE ESTIMATE HALF A MILLION VISITORS TO US PAVILION IN NINE DAYS OF FAIR.

D) PRESS CONFERENCE BY AMBASSADOR FOLLOWED ALSO BY RADIO ACCOUNT OF LIVE DISCUSSION STRESSED IMPORTANCE OF AGRICULTURE IN SATISFYING CONSUMER DEMANDS, AS WELL AS IMPORTANCE OF EXPORTS TO US FARMERS.

E) PRESS CONFERENCE BY AGRICULTURAL ATTACHE EMPHASIZING NEED FOR STRUCTURAL CHANGES IN EUROPEAN AGRICULTURE TOWARDS ANIMAL ORIENTED PRODUCTION BENEFITING FROM WORLD PRICES OF FEEDGRAINS. ITALIAN MINISTER OF AGRICULTURE NATALI IN HIS REMARKS AT INAUGURATION CEREMONY HAD STRESSED DANGER OF PUSHING FOR EVER HIGHER PRICES FOR AGRICULTURAL PRODUCTS IN EC AND NEED OF ITALY'S MEAT PRODUCTION BENEFITING FROM LOWER FEED GRAIN PRICES. WE ELABORATED ON THIS THEME AS WELL AS ON UNTOUCHED POTENTIALS FOR COW/ CALF OPERATIONS IN HILL COUNTRY.

4. HFAA/ HFS MADE OUR PARTICIPATION IN FAIR COMMERCIAL SUCCESS THROUGH FIRM SALES OF OVER 1,000 BREEDING ANIMALS PLUS DLR 30,000 OF FROZEN SEMEN THUS TOPPING SALES DURING CREMONA FAIR IN SEPTEMBER 1972. NO DOUBT HFS ACTIVITIES DURING THIS VERONA FAIR WILL HAVE STIMULATING EFFECT ON FUTURE SALES, ALSO DURING THIS YEAR'S CREMONA FAIR, BECAUSE OF EVER INCREASING NEED FOR CHANGE-OVER TO HIGHER PRODUCTIVE DAIRY ANIMALS, ALSO BECAUSE OF STRENGTHENED REPUTATION USA AS SOURCE OF SUPPLY. WE ALSO NOTED SWITCH FROM CANADA TO USA.

HFS SHOULD BE COMPLIMENTED ON BEING AS EFFECTIVELY REPRESENTED BY LARSON WITH GROUP OF AGGRESSIVE AND EXPERT SALESMEN. ATTENTION REQUESTED TO TRANSPORTATION PROBLEM AND AVAILABILITY OF SUFFICIENT AIRCRAFTS TO SHIP ANIMALS. AIR CARRIERS SHOULD PLAY THEIR PART INSTEAD OF JEOPARDIZING CATTLE EXPORTS BY NOT MEETING PROMISES, DEPARTURE DATES, AND CONTINUOUSLY HAGGLE OVER PRICES. ASSUME HFAA HAS APPRAISED USDA OF THIS PROBLEM IN DETAIL.
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5. US PAVILION WAS SOBER BUT DELIVERED INTENDED MESSAGES WELL
AND RECEIVED PRAISE FROM KNOWLEDGEABLE VISITORS. VOLPE

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*** Current Classification *** UNCLASSIFIED

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